

Atty Dkt. No. DIOP-06301**CLAIMS**

This listing of all claims will replace all prior versions, and listings of claims in the application:

1-48. (cancelled)

1 49. (currently amended) A display apparatus, comprising:
2 a product card configured to receive printing;
3 a case having a closable flap; and
4 a fastener having a first portion and a second portion, the first portion being coupled to a
5 stationary portion of the case, and the second portion being coupled to having a fastener anchor
6 through apertures in that couples the second portion of the fastener to the product card and to the
7 closable flap, wherein the fastener second portion and anchor are formed independently of the
8 case.

1 50. (currently amended) The display apparatus as claimed in claim 49 wherein the case
2 comprises a flexible film from which the closable flap is formed ~~and a rigid frame for inhibiting~~
3 ~~collapse of the case.~~

1 51. (cancelled)

1 52. (cancelled)

1 53. (cancelled)

1 54. (currently amended) The display apparatus as claimed in claim 49 wherein the case is for
2 eyewear ~~claim 53 wherein the rigid frame further comprises a nose piece portion for positioning~~
3 ~~eyewear within the case.~~

1 55. (previously presented) The display apparatus as claimed in claim 49 wherein the fastener
2 comprises a snap.

1 56. (previously presented) The display apparatus as claimed in claim 49 wherein an area of
2 the product card defined by a perforation is coupled to the fastener anchor such that the area

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3 defined by the perforation is removed from the product card when the product card is removed
4 from the case.

1 57. (previously presented) The display apparatus as claimed in claim 49 wherein an area of
2 the product card that surrounds the fastener anchor is removed when the product card is removed
3 from the case.

1 58. (currently amended) The display apparatus as claimed in claim 57~~claim 49~~ wherein the
2 area of the product card removed when the product card is removed from the case is defined by a
3 perforation that surrounds the fastener anchor.

1 59. (previously presented) The display apparatus as claimed in claim 50 wherein the film is
2 transparent.

1 60. (cancelled)

1 61. (previously presented) The display apparatus as claimed in claim 49 wherein a portion of
2 the product card overlaps a portion of the closable flap when the closable flap is in an open
3 position.

1 62. (previously presented) The display apparatus as claimed in claim 49 wherein the product
2 card remains coupled to the closable flap when the closable flap is in an open position.

63-99. (cancelled)

1 100. (new) The display apparatus as claimed in claim 49 wherein the closable flap is formed
2 from a flexible film.

1 101. (new) The display apparatus as claimed in claim 49 wherein the product card includes an
2 additional aperture, the additional aperture configured to allow the product card to be hung for
3 display.

1 102. (new) The display apparatus as claimed in claim 49 wherein an additional attachment
2 device is attached to the product card for further securing of the product card to the case.

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- 1 103. (new) A method of assembling a display apparatus, comprising:
2 assembling a case, the case having a flap that is closable with respect to a stationary
3 portion of the case; and
4 coupling a product card to the case, the case having a first portion of a fastener coupled to
5 the stationary portion of the case and a second portion of the fastener coupled to a fastener
6 anchor through apertures in the product card and the closable flap, wherein the fastener second
7 portion and anchor are formed independently of the case.
- 1 104. (new) The method as claimed in claim 103 wherein the case comprises a flexible film
2 from which the closable flap is formed.
- 1 105. (new) The method as claimed in claim 103 wherein the case is for eyewear.
- 1 106. (new) The method as claimed in claim 103 wherein the fastener comprises a snap.
- 1 107. (new) The method as claimed in claim 103 wherein the second portion of the fastener is
2 coupled to the fastener anchor through an area of the product card defined by a perforation, such
3 that the area defined by the perforation is removed from the product card when the product card
4 is removed from the case.
- 1 108. (new) The method as claimed in claim 103 wherein an area of the product card that
2 surrounds the second portion of the fastener is removed when the product card is removed from
3 the case.
- 1 109. (new) The method as claimed in claim 108 wherein the area of the product card removed
2 when the product card is removed from the case is defined by a perforation that surrounds the
3 second portion of the fastener.
- 1 110. (new) The method as claimed in claim 104 wherein the film is transparent.
- 1 111. (new) The method as claimed in claim 103 wherein a portion of the removable product
2 card overlaps a portion of the closable portion of the case when the closable portion of the case is
3 in an open position.

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- 1 112. (new) The method as claimed in claim 103 wherein the removable product card remains
2 coupled to the closable portion of the case when the closable portion of the case is in an open
3 position.
- 1 113. (new) The method as claimed in claim 103 wherein the closable portion of the case
2 comprises a flexible flap.
- 1 114. (new) The method as claimed in claim 103 wherein the product card includes an
2 additional aperture, the additional aperture configured to allow the product card to be hung for
3 display.
- 1 115. (new) The method as claimed in claim 103 wherein an additional attachment device is
2 attached to the product card for further securing of the product card to the case.